

**METHODS, SYSTEMS AND COMPUTER PROGRAM PRODUCTS FOR
PROVIDING TARGETED MESSAGES FOR PHARMACY INTERACTIVE
VOICE RESPONSE (IVR) SYSTEMS**

Abstract of the Disclosure

A pharmacy Interactive Voice Response (IVR) system can identify a targeted message for playing to a caller using criteria that are based on a prescription number that is provided by the caller. The functionality of an IVR system can thereby be

5 enhanced to provide targeted educational messages concerning the pharmaceutical prescription, targeted messages that indicate alternative medications that may substituted for the pharmaceutical prescription, targeted messages that identify other items that may be desired, targeted messages that solicit participation in a study related to the pharmaceutical prescription and/or other targeted messages. Related

10 systems and computer program products are also discussed.